






How to Transfer your Job Skills to a Green Career

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Agenda:

-  Why a **Green** Career?
-  What is a **Green** Job?
-  **Green** Industries and Categories
-  Functional areas within a **Green** organization
-  Transferable Skills
-  How to separate yourself from the crowd
-  Resources
-  Opportunities

Why a **Green** Career? Your reason.

 What are your Motivations for Going Green?

Personal
Environmental
Opportunistic
Entrepreneurial

 What are Your Expectations?

Fulfilling Career
Good Income
Exciting

Why a **Green** Career? Industry.

Expectations of a green company?

Possess appropriate career experience and skills
Some want those with a “passion for green”
Multiple talents and multi-tasking

Benefits of green career

Riding a shift in consumer perspective
Rising electricity rates
New energy technologies tend to be “Green”
Financially sound rationale for many green initiative
Government support, legislative backing

What is a **Green** Job Anyway?

Industries

Manufacturing

Design & Engineering

Governmental

Integrators

Finance

Energy Efficiency

Conservation

Non-profits

Functional Areas

Installation

Marketing

Engineering

Project Management

Operations

Sales

Finance / Accounting

Energy Auditing



Transferable Generic Skills

Basic Business Skills

Punctual

Organized

Good Communicator

Motivator

Multi-tasking

Quick Learner

Technical Acumen

Team Leader

Transferable Operations Skills



Installation / Project Management Skills

BFOQ

Read plans

Not afraid of heights!

Supply chain structure and process

Sub-contractor management

Understand structures



Relevant Previous Roles

Most construction trades

Mountain climber

Purchaser

Warehouse assistant/supervisor

Importing/exporting supply chain management

Manufacturing

Project manager



Operations Roles

- ☞ Installation labor (Solar, wind, insulation, HVAC, monitoring)
- ☞ Installation crew lead
- ☞ Master electrician
- ☞ Superintendent
- ☞ Project manager
- ☞ Operations manager/ VP
- ☞ Purchasing agent
- ☞ Warehouse manager

Transferable Marketing Skills

Marketing Skills

Marketing analysis

Marketing research

Marketing plan execution

Functional advertising knowledge

Graphic design

Relevant Previous Roles

Marketing manager

Marketing coordinator

Advertising account rep

PR

Editor, Copywriter

Marketing Roles

- 🌀 **Marketing analyst/researcher**
- 🌀 **Product manager**
- 🌀 **Marketing coordinator**
- 🌀 **Web site development /Graphic design**
- 🌀 **PR director**
- 🌀 **Education Outreach representative**

Transferable Finance Skills

Financial Skills

Analyst (spreadsheet jockey)

Pro Forma development

Tax knowledge

GAP (General Accounting Principles)

Relevant Previous Roles

CPA

Bookkeeper

Administrative assistant

Financial analyst

Finance Roles

- 🌀 **Financial analyst**
- 🌀 **Spreadsheet development**
- 🌀 **Financial model development**
- 🌀 **Bookkeeper**
- 🌀 **Accountant/CFO**

Transferable Sales Skills



Sales Skills

Prospecting

Technical acumen

Intermediate to expert financial knowledge

CRM

Understand sales cycle



Relevant Previous Roles

Telecom sales

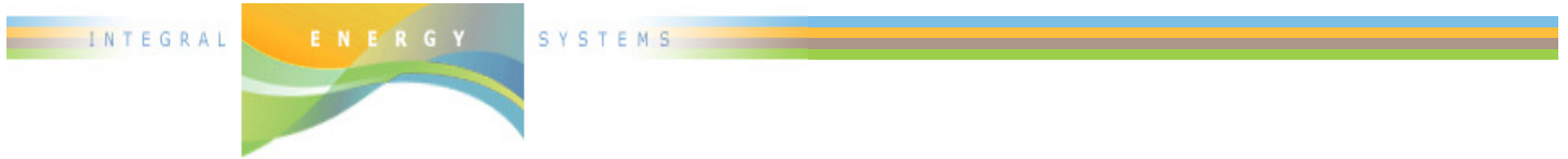
Technical sales

Construction sales

Commercial sales with a pipeline

In-home sales





Sales Roles

Distributor inside/outside sales

Commercial (B2B) sales

In-home sales consultant

Sales engineering

Account representative

Sales manager

Sales and Marketing VP

How to Stand Out!

- 🌀 **Look for a job role you actually want to do**
- 🌀 **Match sought after role with your experience and skills**
- 🌀 **Don't say "I'll do just about anything to go Green"**
- 🌀 **Show ability to wear many hats**
- 🌀 **Do everything right! The market is competitive!**

Green Jobs Resources

Governor's Energy Office website (GEO)

<http://www.colorado.gov/energy/index.php?/resources/category/green-jobs-resources/>

[http://www.colorado.gov/energy/images/uploads/pdfs/careers for colorado 09.pdf](http://www.colorado.gov/energy/images/uploads/pdfs/careers_for_colorado_09.pdf)

CoSEIA

CRES

Arapahoe Community College

Front Range Community College

QUESTIONS?

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